



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 11-01-2012 PAGE: 1 of 3

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
404238	10-31-2012		0	WESLEY MEREDITH FOR STATE SENATE	WESLEY MEREDITH FOR STATE SENATE	POLITICALS	WTVD - DURHAM

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
1037	247578	PHILADELPHIA	A. CLIFFORD	11-01-2012	11-06-2012	M (Broadcast Month, Cycle 1)	N	247578

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 1037																	
1	11-01-2012	11-04-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA	1	30					X			2	650	2	1,300.00
2	11-01-2012	11-04-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30					X			2	850	2	1,700.00
3	11-05-2012	11-06-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30	X							2	850	2	1,700.00
4	11-01-2012	11-04-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	1	30					X			2	200	2	400.00
5	11-05-2012	11-06-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	1	30	X							2	200	2	400.00
6	11-01-2012	11-04-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30					X			2	250	2	500.00
7	11-05-2012	11-06-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30	X							1	250	1	250.00
8	11-01-2012	11-04-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81	2	30					X			2	750	2	1,500.00
9	11-05-2012	11-06-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81	2	30	X							1	750	1	750.00
10	11-01-2012	11-04-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	1	30					X			2	1,400	2	2,800.00
11	11-05-2012	11-06-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	1	30	X							1	1,400	1	1,400.00
12	11-01-2012	11-04-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)	1	30					X			2	1,400	2	2,800.00
13	11-05-2012	11-06-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)	1	30	X							1	1,400	1	1,400.00
14	11-05-2012	11-06-2012	10:00PM - 11:00PM	MONDAY PRIME 10-11P (794)	1	30	X							1	4,200	1	4,200.00
----- ITEM LINE NOTE ----- CASTLE CD																	

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Agency Est# 1037			CMS # 247578	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 11-01-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 247578					
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: E : 1037																	
15	11-01-2012	11-04-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY			2	30						X	X	X	2	750	2	1,500.00
16	11-05-2012	11-06-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY			2	30	X								1	750	1	750.00
17	11-01-2012	11-04-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)			2	30							X		1	150	1	150.00
18	11-01-2012	11-04-2012	06:00AM - 07:00AM	EYEWITNESS NEWS AT 6AM (MONDAY -FRIDAY)			2	30						X			1	500	1	500.00
19	11-05-2012	11-06-2012	06:00AM - 07:00AM	EYEWITNESS NEWS AT 6AM (MONDAY -FRIDAY)			2	30	X								2	500	2	1,000.00
20	11-05-2012	11-06-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY			2	30	X								1	600	1	600.00
21	11-01-2012	11-04-2012	05:30PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8			2	30						X			2	750	2	1,500.00
22	11-05-2012	11-06-2012	05:30PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8			2	30	X								1	750	1	750.00
23	11-01-2012	11-04-2012	08:00PM - 11:30PM	ABC'S COLLEGE FOOTBALL PRIME (5877)			3	30							X		1	1,500	1	1,500.00
24	11-01-2012	11-04-2012	09:00PM - 10:00PM	SUNDAY PRIME 9-10P (855)			3	30								X	1	1,500	1	1,500.00
			----- ITEM LINE NOTE ----- REVENGE 3																	
25	11-01-2012	11-04-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)			3	30								X	1	300	1	300.00
																	Contracted Gross Total:		37	31,150.00
																	Actual Gross Total:		37	31,150.00
																	Agency Commission:			4,672.50
																	Net Total:			26,477.50

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Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 1037																	
Month/YR		Preempted		Made Good		Contract Total		Adjustments								Actual Total				
Nov 12		0.00		0.00		31,150.00		0.00								31,150.00				
TOTAL		0.00		0.00		31,150.00		0.00								31,150.00				

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